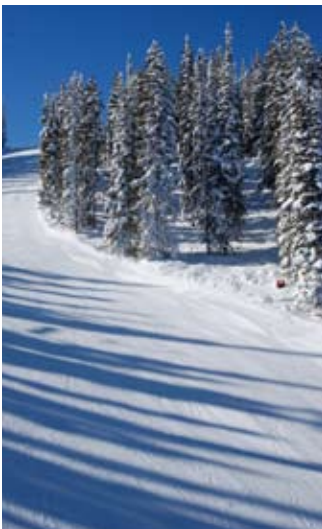


# Aspen Idea



## Vision

We are committed to sustaining and revitalizing the Aspen Idea.

## Philosophy

The Aspen Idea is a fundamental awareness that mind, body and spirit can be fully integrated parts of a whole and balanced person, and this interconnectedness entails the cultivation of all three. At a basic level, this valuable concept can help us balance our every-day life.

The concept is attributable to Walter and Elizabeth Paepcke, and a circle of friends from Chicago who began convening intellectuals, artists, skiers, philanthropists and philosophers in Aspen after World War II.

The Aspen Idea is a legacy that has established Aspen as a place known for its arts, culture, athletic endeavors, philanthropy, lifelong education, spiritual pursuits, environmental consciousness and humanitarian service. We also value authentic engagement with others, including civil discourse about the kind of community we want to create and maintain. The Aspen Idea is a core element of the community's heritage and identity, enriching our quality of life and reinforcing Aspen's national and international profile.

Despite its central role in forming Aspen's character, the Aspen Idea can sometimes feel like a historic chapter in our past, rather than an enduring and uniting concept that defines our community and sets us apart in a unique and positive way.

There are promising opportunities to raise the profile of the Aspen Idea while widening and broadening the perception of Aspen. A collaboration including local business, ACRA, the public sector, key institutions and non-profits can explore strategies to collectively rediscover and reinvigorate the Aspen Idea. We can illustrate how the experience of Aspen can stimulate mind, body and spirit.

Many different non-profits and the public sector produce arts and cultural events, many local businesses focus on recreation and other groups have a strong spiritual component. It is difficult, and perhaps unnecessary, to categorize one activity as only focused on the mind, or only related to the body, or the spirit. For example, skiing, backcountry hiking or hang-gliding are about the body and physical health, but often include a strong spiritual component. Attending a concert or a seminar on the classics can stimulate the mind and the spirit at the same time.

In a seasonal resort environment, it is understandable that many local organizations are in competition to attract attendance and customers. But if the recent recession has revealed anything of value, it is that collaboration across the private and public sectors can result in a bigger picture that is somehow greater than the sum of its parts.

A collaborative approach to reinvigorating the Aspen Idea can create common ground among those who live, work and visit the Aspen Area, while strengthening a diverse visitor base into the future.

## What's Changed Since 2000

A number of local institutions and non-profits have expanded their programs and facilities and since 2000. The following are just a few examples:

- Aspen Music Festival Music Tent (2000)
- Spiritual Paths Foundation at Community Chapel (Est. 2000)
- Aspen Ideas Festival (2007)
- Doerr-Hosier Center at the Aspen Institute (2007)
- Shigeru Ban-designed Aspen Art Museum (Approved 2010)

A 2004 Economic Impact of the Arts Study showed that total expenditures by audiences for arts and cultural events average \$31.3 million in the summer, and \$4.8 million in the winter.

At the same time, there has been some disconcerting recent developments regarding some local institutions, including the closure of the Silver Lining Ranch, a non-profit supporting children with cancer; and the closure of The Given Institute, which has been sponsoring retreats, conferences and public lectures since 1972 under the auspices of the University of Colorado.

## What's New in the 2011 AACP

This chapter was originally titled "Arts, Culture & Education" in the 2000 Aspen Area Community Plan. The new title reflects a desire to reinvigorate and sustain the concept of the Aspen Idea.

This new chapter also focuses on the accessibility of events and educational opportunities related to arts and culture, and also suggests a set of standards to consider when developing new essential public facilities.

Finally, this chapter calls for exploring methods to address the further loss of quasi-public institutions.

## Linkages

This plan recognizes that community goals are often inextricably linked: sometimes they complement each other, and at times they come into conflict. The Aspen Idea is the basic underpinning of our tourist-based economy. It is manifested in many ways, including our outdoor lifestyle, arts and cultural events, continuing education and the preservation of the natural environment.



*The Aspen Area is home to a wide variety of events - from the Music School and Festival to Food & Wine to Winerskol (pictured above) to X-Games - that play an important role in the communication of the Aspen Idea to visitors and locals alike.*

# Aspen Idea Policies

# Policy Categories

## I. REVITALIZING THE ASPEN IDEA

I.1. Revitalize and sustain the original intent of the Aspen Idea.

*Community Goal,  
Collaborative Initiative*

I.2. Encourage collaboration among non-profit organizations, local government and local businesses.

*Community Goal,  
Collaborative Initiative*

I.3. Foster greater inclusivity and participation in cultural events from within the spectrum of community residents and visitors.

*Community Goal,  
Collaborative Initiative*

## II. ARTS FACILITIES

II.1. Maintain the legacy of the Aspen Idea by enhancing and preserving our non-profit and quasi-public facilities and spaces and ensuring that development of new facilities is consistent with community goals. (see also Managing Growth for Community & Economic Sustainability section V)

*Community Goal,  
Collaborative Initiative*